

Program D: Consumer Information Services

OBJECTIVES AND PERFORMANCE INDICATORS

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 2002-2003. Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicators are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year of the budget document.

DEPARTMENT ID: Culture, Recreation and Tourism
 AGENCY ID: 06-267 Office of Tourism
 PROGRAM ID: Program D: Consumer Information Services

1. (KEY) To maintain an average turn around time of 14 days from receipt of inquiry to delivery of tourist information materials during FY 2002-2003.

Strategic Link: *The Consumer Information Services Program will provide travel information rapidly and more efficiently to potential visitors to Louisiana through 2007.*

Louisiana: Vision 2020 Link: Not Applicable

Children's Cabinet Link: Not Applicable

Other Link(s): Not Applicable

Explanatory Note:

L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
		YEAREND PERFORMANCE STANDARD FY 2000-2001	ACTUAL YEAREND PERFORMANCE FY 2000-2001	ACT 12 PERFORMANCE STANDARD FY 2001-2002	EXISTING PERFORMANCE STANDARD FY 2001-2002	AT CONTINUATION BUDGET LEVEL FY 2002-2003	AT RECOMMENDED BUDGET LEVEL FY 2002-2003
K	Average time to provide requested information (in days) ¹	14	14	14	14	14	14
S	Number of information packets mailed ³	625,000 ²	493,121 ²	450,000	450,000	400,000	384,000
S	Program cost per packet	Not Applicable	\$2.77	\$3.64	\$3.64	\$3.64	\$3.64

¹ Due to the use of the internet for planning travel, the number of packets have been decreasing over the past few years. In FY 99-00, the Office of Tourism revised its reporting of inquiries to determine the exact number of information packets sent out. FY 02-03 levels are projections based on past trends and expected performance.

² This indicator was reported in the marketing Program for the prior year, and was entitled "Number of requests for travel information".

³ The average number of days to deliver travel information is an average based on the day a phone call is made to request an information packet and the day the inquirer receives the packet.